CITY OF
HAYWARD
HEART OF THE BAY

DATE: April 27, 2009

TO: Council Downtown Committee

FROM: Robert Bauman, Director of Public Works

SUBJECT: Proposed Foothill Boulevard – Maple Court Gateway

RECOMMENDATION

That the Council Downtown Committee reviews and comments on this report.

DISCUSSION

The Redevelopment Area Specific Plan, as well as the Hayward Landscape Beautification Plan, recommends lighted monument signs announcing the entrance into Hayward. Staff is proposing a "DOWNTOWN HAYWARD" gateway feature at Foothill Boulevard and Maple Court that includes an arched sign, metal railings with columns, up-lighting, a raised flower bed planter, and accommodation for commemorative trees that can be planted at some later date. This gateway sign for motorists traveling southbound on Foothill from I-580 is intended to continue themes from the Route 238 Corridor Improvement project signage spanning Foothill for motorists traveling into downtown Hayward.

The southwest quadrant of the intersection of Foothill Blvd. and Maple has been selected as the location for the north gateway to downtown Hayward (see Exhibit A). Consultants have developed the gateway concept plan and elevation exhibits with input from staff (see Exhibit B). Special features have been designed to attract visibility and provide recognition to the downtown including a sign feature at the corner complete with columns, metal railings, raised planters filled with colorful accent perennials, and a background of trees. The design elements repeat features that are visible in the downtown core, which helps to unify the design of the downtown and the north gateway.

The gateway sign is above a raised flower bed. The "DOWNTOWN HAYWARD" sign lettering is on a metal "bridge" arch at the back of the flower bed reflecting the traffic signal bridge design. Concrete columns with decorative metal railings frame both sides of the gateway sign. Flowering and evergreen trees will be planted behind the sign to provide a visual backdrop for the gateway corner. Space for some of these trees will be reserved for future tree plantings that will serve as memorials for City residents.

Staff is also developing a concept for De Anza Park, located on the southeast quadrant of this intersection. This park is adjacent to the San Lorenzo Creek, along the Creek Trail, and across the street from the proposed Foothill – Maple gateway. The park will retain a time capsule that is to be

opened March 31, 2076, and will include native plants, boulders, decorative pavers, and a stone veneer seat wall. The concept will also incorporate the unifying columns, railing features, and flowering trees from the cross-street gateway design. This work could be added to the gateway scope of work if additional Redevelopment Agency funding is available.

FISCAL AND ECONOMICIMPACT

The proposed Foothill – Maple gateway will be funded from the City Gateways Project in the current approved Capital Improvement Program (CIP). The City Gateways Project was established in the Capital Improvement Fund several years ago, with a transfer of $206,000 from the Redevelopment Agency. Additional funding will have to be identified for the De Anza Park improvements, and will potentially come from other Redevelopment Agency funds.

PUBLIC CONTACT

The proposed project has not previously been reviewed as a separate item.

NEXT STEPS

Staff will continue to work on the design of the Foothill Boulevard – Maple Court gateway with completion by December 2009. It is anticipated that this project could be undertaken and completed by the end of 2010.

Prepared by:

Morad Fakhrai, Deputy Director of Public Works

Recommended by:

Robert A. Bauman, Public Works Director

Approved by:

Gregory T. Jones, City Manager

Exhibit A: Location Map
Exhibit B: Improvement Concept

Exhibit A – Location Map

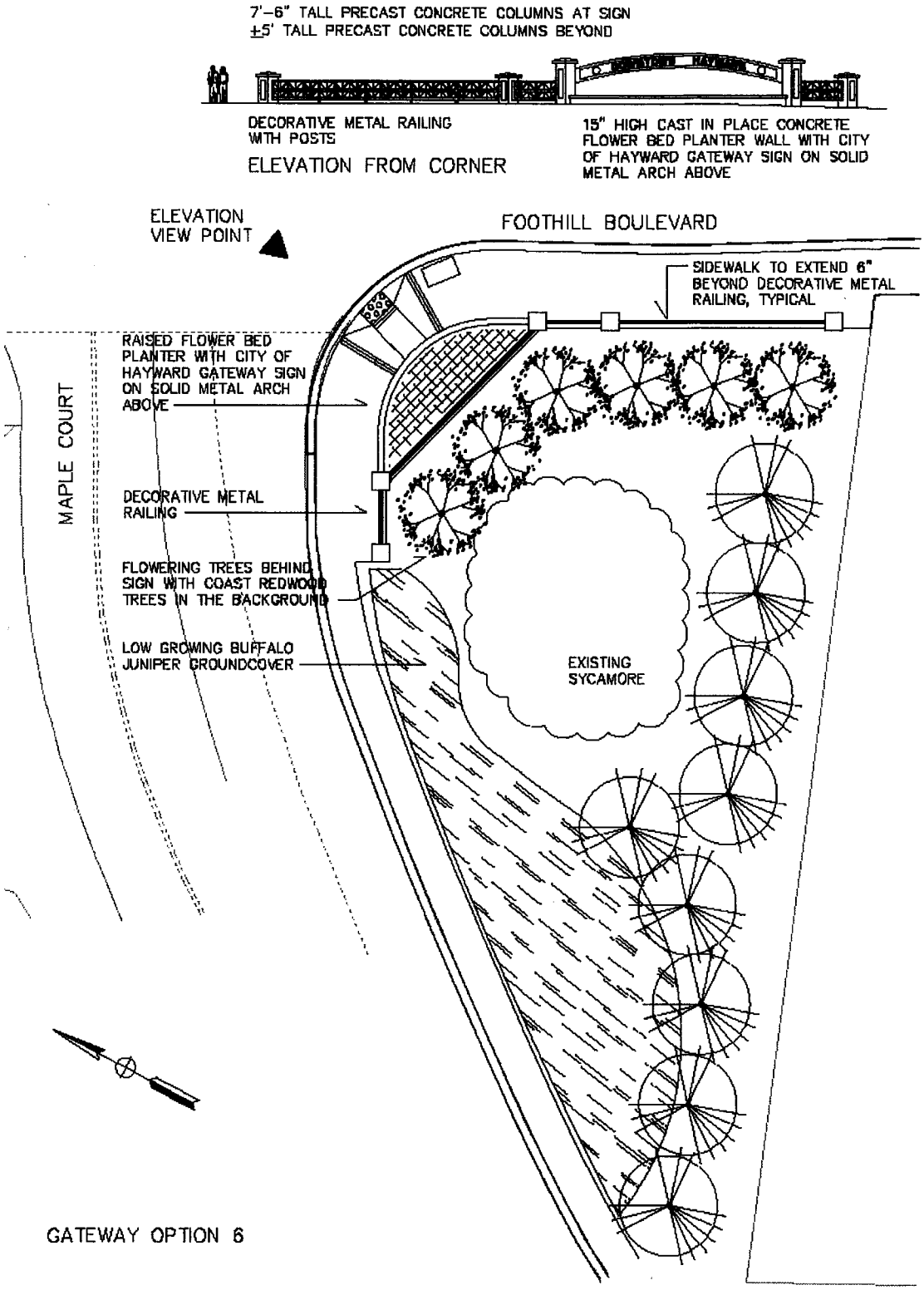

Exhibit B – Improvement Concept